The Innovation Shoe.

A woman's shoe at \$3.50 that embraces everything that's good in the regular \$5.00 Shoes. And if it's not all that we say it is you may have your money back. We don't claim that there are no other good \$3.50 Shoes, but we do claim that it is a real innovation in shoemaking and has distinctive features of vital importance to every woman who wears a Shoe. A trial convinces every time.

BROOKLYN.

Untrimmed Hats at 59c. to \$5.49.

A great variety of them for women and the big and little girls, too-the shapes and combinations are the most fashionable and unique-can't be found anywhere else. Among them are the new black and white and burnt straw-very stylish and almost ready to wear-the simple addition of a flower completes the charm-59c. to \$5.49 each. Also a lot of fluted imitation hair hats with double brims, a good

assortment of the best shapes at \$1.19.

Men's and Boys' Cuff Sale.

25c. for 3 Pairs, Worth 20c. and 25c. Pair Cuffs that cannot help going in a jiffy at 3 pairs for 25c. There are link and plain stud cuffs. Not all sizes, but if you wear 91/2 and 10 the choosing is good. There are some 101/2, 11 and 111/2, but not many. The boys can be interested in sizes 714, 8, 8 % and 9.

Men's Night Shirts, 50c.

They are muslin night shirts, well made and good, generous sizes with fancy trimmings, good value at one-half more. There are not very many, so while they last at 50c.

An Easter Week That Will Mark an Epoch.

At a period like this when fashion holds a more indisputable command than any season of the year Loeser's always takes a place in the merchandising world quite unique—in many ways quite alone-for fashion at such a time brooks no lame imitations. The thing worn must be correct, and all Brooklyn knows it to be so at Loeser's. We have never had equal preparations—we have never had such bewitching things---we have never had equal price advantages---and we never had an equal number of people know the fact. This, indeed, will be a notable week.

A New Corset.

The La Fleur.

We are going to introduce to you next Monday a new and marvelously pretty corset-La Fleur. It possesses points of supe-Fiority bound to appear irresistibly to all lovers of exquisite things

La Fleur was designed by an expert from Vienna, to whose capability has been added the skill of the best corset makers in the land, resulting in a corset that compares with the best French product in every way and ranks with any high grade American corset. It is made of finest material, braced with genuine whalebone

and trimmed daintily.

Pleasing models, suitable for all figures, will be shown opening exhibition next week. Prices are \$5.00 to \$7.00.

Printed Liberty Satins. 39c. for Regular \$1.00 Quality. The Lowest Price Ever Quoted.

The history of silk retailing has never recorded a price as low as this for such printed Liberty Satins—the designs and colorings are the choicest—and all this seasons productions. Just think of 39c. a yard

25,000 Yards Printed Liberty Satins

At 59c., 69c., 79c., 89c. and 98c. a Yard. Probably the largest assortment of exclusive novelties ever shown. The most charming colors and patterns, including variety of white and black effects not to be found anywhere else. This offer is of vital interest to every woman who wants a spring printed silk-she can't fail to find the very thing needed—the stock is enormous and all the newest.

Black and Colored Dress Goods.

Surpassing Fabrics and Surpassing Prices.

Aside from the special offers recorded below of very uncommon interest and of surpassing value to every one of our customers, we particularly call attention to our unequalled assortment of the scarce, but very popular, thin materials—the all-wool and the silk-and-wool thin and open-mesh fabrics for house and street costumes. Every disshed weave of the wanted kind is here, in exclusiveness and variety

Alluring Waists for Women.

Springtime Creations in Silk and Cotton.

has bought them, toc-for there's no other real reason why they

At \$1.98 Instead of \$2.98 and \$3.75-Pretty | At 49c. Instead of 79c. -Good Gingham

percales

new Jacket effect.

shouldn't be sold at their regular values. You can't fail to like them.

Any one can see that genius has created these waists-but genius

we believe unequalled anywhere else. At 59c. for real 85c. Black Cheviot-50 inches | wide -a firm, closely woven quality-we've sold enormous quantities of it, but the demand keeps growing—a proof of low price and superior quality—2500 yards to-morrow at 59c. yard.

instead of \$1.00. Also

At 29c. for Black All Wool Canvas Etamineds at 29c. yard.

At 49c, for 69c, English Black Sicilian-44 inches wide-made in Bradford, Englandthe home of fine Sicilians-the black is a rich jet with a brilliant lustre at 49c. yard.

At 98c. for \$1.25 French Voile-nothing in the market to touch it at the price—crisp, firm quality—perfect in weave—44 inches wide—clear reliable colors, tan, castor, mode, reseda, pearl, medium and dark gray,

Kaj Kaj Corded Silk Waists in neat stripes,

also a sample lot of China Silk Waists in

black and white in this lot, regular \$2.98 and \$3.75 all at \$1.98.

At \$3.98 Instead of \$5.00 to \$6.00-500

assorted Taffeta and Peau de Soie Silk Waists in blick and colors—a variety of

mostly 34 to 36—never sold for less than \$5.00 to \$6.00—all \$3.98.

Silk Waists in colors, black Polks Dot and At \$5.98-Choice Crepe de Chine Silk Waiste

At \$4.98 Regular \$6.50-A choice lot of

in nile, light time, pink and white

a pair, all at 59c. a pair

at \$1.50 were \$4.25 to \$5.25.

-also in this lot 75 sample Weists,

chaste design, two-inch pillars, bright or the new Pollet finish. navy blue, sky blue, black, etc., excellent value at \$1.25; to-morrow at 98c. yard. At \$1.25 for Black Broadcloth—a wonderful

quality for the money—54 inches wide, smooth satin surface and spring weight—we bought all the maker had—one reason, At 59c. for Navy Canvas Cheviot-just the

one most in demand—42 inches wide -t he shade of navy is splendid—42 inches wide At 59c, for 85c, Satin Cloth-All wool. The surface is a lustrous satin, 42 inches wide, medium and pearl gray, tan, castor, brown, garnet, bluet, navy, royal and black at 59c.

At 95c. for \$1.25 Black Crepe de Parissilk and wool, a beautiful clinging quality, retails everywhere at \$1.25, here to-morrow at 95c. yard.

Waists in plain colors and stripes; also ex-

cellent values in Percale Waists, at the

At 98c. Instead of \$1.59 Gingham Waists

At 79c. Instead of \$1.25-Fine white Lawn

Waists, prettily embroidered and tucked.

At 98c. Instead of \$1.59 A choice tot of the

back and front-4, 5 and 6 rows of em-

broidery insertings, also lace trimmed and hematitched effects. At 98c. Regular \$1 59—Black Sateon Waists

in hemstitched and tucked effects, also s

in dainty stripes, also plain colors and fine

Big Sale of Brass & Enameled Iron Beds Outdoing the Triumphs of a Year Ago.



You will remember that just one year ago we fairly revolutionized the selling of Brass and Enameled Iron Beds by a sale in magnitude, quality, price and daring never known before.

For months we have been preparing to outdo this sale, and are going to do it commencing with Monday, the 24th.

The merchandise is in every way the newest and embraces all the most approved ideas, and

At 1/4, 1/3 and 1/2 Our Regular Prices,

and our regular prices are always the lowest.

When we purchased the "Wiessner stocks" (8,500 bedsthe largest single purchase of beds ever known) more than half of them had to be specially finished. It was done under our immediate supervision, giving us an insight into the making of Brass and Enameled Iron Beds enjoyed by no other retail house.

This has made us an authority on the construction and finish of Brass and Iron Beds, a fact alone of great value to every one who purchases of us. A glance at the collection and prices will be the most convincing argument that we retain the title gained a year ago as the largest exhibitors and distributors of beds in America.

The Brass Bedsteads. At \$23.50, Were \$31.50-Extra heavy two-

inch pillars, plain but rich design, bright or the new Pollet finish.

At \$33.75, Were \$50.00—Colonial pattern; bright or the new Pollet finish. At \$36.50, Were \$49.00-Bow foot, fancy

At \$43.50, Were \$58.00-Extra heavy, goose neck and tea balls, two-inch pillars, bright or the new Pollet finish.

At \$44.00, Were \$88.00-Fancy scroll pat-

47 pounds-art ticking, interlined imperial

At \$18.00, Were \$24.00 - Special hair mat-

finest Parlor and Dining-room suits.

showing the former and present prices.

tufts and stitched edge.

full size, fancy ticking.

imperial tufts, and stitched edge.

At \$90.00, Were \$120.00-Fancy design, and | verp heavy and massive in construction.

At \$14.00 to \$42.00, Were \$28.00 to \$84.00 At \$7.00, Were \$9.25—Green, pink, blue -Odd lots of only one of a style at exactly

The Iron Bedsteads. At \$1.95. Were \$3.00—Fancy white enameled bedsteads, 3 feet, 3½ feet, 4 feet and 4½ feet sizes. At \$2.50, Were \$4.75—White enamelled bed-

steads, brass trimmings, 4 feet & 41/4 feet sizes.
At \$3.20. Were \$4.25—White enameled brass rod and trimmings, 3 feet, 31/4 feet, 4 feet and 41/4 feet sizes.

At \$5.10. Were \$6.75—White, pink and green enameled bedsteads, straight or bow foot, A Rare Offer of Bedding, Too.

At \$24.00, Were \$32.00-Pure hair mattress, | At \$4.95-Combination hair and fibre mat- | At \$1.95-A good weven wire spring, iron

At \$10.50, Were \$14.00-Our regular rabbet

At \$11.75—Special hair mattress, 40 pounds, At \$7.35—Box spring well made A. C. A. At 79c—A good feather pillow 22x28 size,

And All Furniture Reduced 25% to 50%.

prime reason for which is that many of the goods bought for our February sale did not reach us until now.

owing to difficulties in transportation. Rather than offer these goods alone we include the whole stock in the

We also announce a general reduction sale of furniture, which will continue for three weeks only. The

Everything in our furniture stock reduced 25 to 50 per cent., from the cheapest bedroom chair to the

A golden opportunity to furnish the summer home or the town house. All goods plainly ticketed,

A splendid collection also at prices in keeping with the great bedstead sale.

ticking.

reduction. But it will be positively the last general reduction sale of the season.

tress, 47 pounds-art tic ing, interlined, At \$9.35, Were \$12.50-Our regular shelf

tress, full size.

edge spring in art ticking.

box spring in art ticking.

brass rod and trimmings, 3 feet, 31/4 feet, black and white enameled bedsteads, double brass rod and trimmings, 3 feet, 3½ feet, 4

feet and 4 1/2 feet sizes.

At \$9.40. Were \$12.50—Pink, blue, green, black and white enameled bedsteads, handsomely trimmed with brass, 3 feet, 3 1-3 feet. 4 feet and 4½ feet sizes.

At \$16.50, Were \$22.00—Pink, blue, green,

black and white enameled bedsteads, extra heavy and handsomely trimmed with brass, 414 feet size only. At \$2.50 to \$7.00, Were \$4.75 to \$14.00— About 850 white enamelled bedsteads, dif-

At 98c.-A good woven wire spring, wooden

At \$2.85, Were \$4.05. At \$2.10, " \$2.90. At \$1.50, " \$2.25.

Pillows -Our regular live geese feather pillow.

At 10c. instead of 121/c. - Women's Richelieu ribbed white cotton vests, low neck, no

Men's Ready to Wear Clothing.

The LOESER ready-to-wear clothing has all the characteristics of the very best ready-to-wear clothing of the best specialist. It hasn't the stiffness and awkwardness of much of the ready-to-wear, but has the fit, the hang, the comfort and the looks of the made-to-measure. Handtailored garments are the greatest feature-garments that will hold their shape until they have served their time of usefulness-(and that's a good long time)-all parts stongly sewn with best silk-good substantial trimming-a new suit gladly given when one purchased has proven

Our \$15.00 Sack Suits which are excellent value are made in a wide range of patterns-both the nobby and conservative-4-button single brested sack style-splendid materials-and we will fit you so that you will be pleased.

Stockings and Underwear.

Price Cuts on Springtime Goods.

Stockings and underwear, just in season—the very newest that people are ready to buy at the market values, at prices that resemble clearing-up time. It's Loeser's way.

At 10c. instead of 12 1/2c. - Women's fine gauge black cotton stockings, spliced heels and toes, guaranteed stainless.

At 12%c. instead of 19c.-Children's midsummer-weight black ribbed cotton stock-ings, spliced heels and toes, with double knees; two styles. Sizes, 6 to 10.

At 19c. instead of 29c. - Women's fine gauge black cotton stockings, spliced heels and double soles; also ribbed with vertical embroidery in assorted colors.

At 121/2c. instead of 15c.—Women's Richelieu

ribbed white cotton vests, low neck, no sleeves; handsomely trimmed with wide lace at neck.

At 19c. instead of 29c.—Women's shaped white ribbed cotton vests, low neck, short and no sleeves; also drawers trimmed with

lace to match. At 25c. instead of 35c.-Men's ecra balbriggan shirts, French necks, long sleeves; also drawers with double gussets and strap

Tailored Suits for Women.

Easter Readiness That's Unequalled. Second Floor, Revolving Stairway.

What if it is but one week to Easter-too late to have a sult made. but not too late to get one just as good, if not better. If you've never tried a ready-to-wear suit here's a good chance. You'll be surprised. both in price saving and general satisfaction,

At \$14.25, Value \$22.00-Tailor-made suit | of black cheviot, jaunty tailor-made Eton jacket, double breasted effect with top pockets, revers finished with black peau de soie, triple stitched seams and turn-up cuffs; skirt with the graduated flounce, headed with rows of stitching, inverted pleat in

At \$22.00. Value \$29.00-Tailor-made suit of black or blue Lymonsville cheviot. Eton jacket with the French blouse effect, new shaped revers finished with moire velour; skirt is cut with graduated flounce, full flare, semi-habit back; suit is entirely silk

At \$29.50. Value \$37.70-Tailor-made suit of fine Venetian cloth The new Paquin collariess Eton cost, with blouse effect. handsomely trimmed with stitched moire. belt and collar to correspond. White silk yest with rows of black stitching, with fancy cauchet bottons. Skirt is out with nine gores, full sweep around lower part, tight fitting over hips producing the serpentine effect. of all-wool black canvas, collariess Eton

jacket effect.

Separate Skirts. At \$3.25, Value \$5.50-Skirt in black cheviot serge, graduated flounce, headed

with one-inch band of black moire. with one-inch band of black more.

At \$5.98, Value \$8.75—Seven-gored skirt of all-wool black canvas, graduated flare flounce, headed with bands of moire, finished with consecutive rows of stitching on front gore.

Pedestrian Skirts.

At \$5.88, Value \$8.50—Pedestrian skirt, in hiue, cheviot, with fine hair stripe, full flare around lower part; gored effect, finished with consecutive rows of stitching and straps, finished with buttons. \$10 75. Value \$14 75 - 'The Kiltie." The new style in a pedestrian skirt, entire skirt of side pleats, each pleat finished with rows of stitching to knee, from there hang-ing loosely, forming the kilt effect; faished around lower part with consecutive rows of

Making Men's Shirts to Measure. Points for Every Man Who Wears a Shirt.

If there's any single branch of this men's furnishing store that stands out more prominently than another in men's favor generally it's the making-of-men's-shirts-to-measure branch. Continually gaining new friends and now seeking to still further extend that acquaintanceship this spring and summer. It may be that our shirt organization is one that is more skillful than the ordinary, may be more attentive to your wishes and

Said a man recently: "I have tried most every shirt maker who makes any pretentions to making shirts in Brooklyn, and none have satisfied me till this last dozen you made for me, which satisfy me in every particular." Fact is the shirt made here must be exactly right, stay right, fit you all the time you're wearing them or we want them back. Naturally Loeser shirts are best appreciated by men who are familiar with expert shirt making. It's the perticular man we want to talk shirts with.

often neglected) which make you comfortable in the shirt. If you have any whim or idea of your own and you want it embodied in your shirt just tell our shirt man about it and you shall have it. As for the > materials

more careful in work.

Examine our shirts, compare with others in make, in finish and general thoroughness with which every stitch is made, every stripe properly matched, every buttonhole just so and the many little points (so

Boys' Clothing Remarkable.

A Better Offer of Corsets.

59c. for \$1.00, \$1.25, \$2.25, \$4.50 and \$5.00 Sorts.

such a price. Some one must have lost a lot of money on them.

There are 1500 pairs cornets-mostly straight fronts, medium lengths,

the Elite make-white, drab and black, Coutilie and Batiste-black

Italian cloth, too. Also Empire Cornets, pink, light blue and white,

boned with whalebone; sizes 18 to 30; were selling at \$1.00 to \$5.00

Genuine Augustine Cornets and imported ZZ Melbs, broken sizes,

It's unnecessary to even explain why we can sell these corsets at

\$5.00 Spring Suits for \$2.98.

Assund Firm Ban Banking This is the heat offer ever made to targe circling—we can't energize all its importance— nets angle soil to the his south less than \$5 (4) and away and new fix figures. They are double becomed note as popular with the large main all this season's productions. -the any latest patterns only. But the ten may loss transfering and will along the hard west a long green though the same with allermand no tenter fatting and are to be demand any

59c. for Boys' \$1.00 and \$1.25 Trousers.

And this is the hart kept' strumen offer on know of ... proofly all-word about knowns. . Dow ser capitations and charious should and times are the forests arringly serve have passen Serie water hands and home bullions, and without excel they are the heat short recovers channel of the new century renough for a regionest of buys strong 3 to 15 at 550 a pain.

Go-Carts. \$8.00 for Values Up to

\$15,00. \$12 00 for Values Up to \$18.00.

Disurly every minuse order in want of an op to done groupet goes have to "Lorent y" giving her the phone done it and we offer 200 governs, the reletanted "Block." and Baymond in all for

Select string, including parami and sub #

emmatly half pense-

China Amiguephic Every inaction has a 5 years guarantee.

The Loeser Sewing Machine, \$10.98. The Louise markings are to be doubt to

their apperturity over others will asses at attackments, are perfectly complete and can by operated by a stront We geld for so-moreow to each machine a start Tandilly first of charge \$1 to a

and anniance "Lorest" guarantee is the

took your cash you

Goed Trunks At Half and Less.

The belance of these sample trunks will go on sale to-morrow morning of hard prine; the lot contains trunks of almost every

#17-90	APRILIES	will	SEL BI	\$6.00
\$10,00	315	11	30.0	65.00
\$8.00	8.0	37.	53	\$4.00
\$6.00	30.00	$\mathcal{X}_{\mathcal{A}}$	93	\$3.00
The q	opptitie	5 60	e limit	ed.

Sale of Toilet Articles.

Lowest Prices Ever Known.

An entraordinary sale of Toilet Articles and Medicines. No mail orders filled, and none sent C. O. D. and at these prices while the

Rose Cald Caratti, prevedelti jar, Br. Patroleum jelly, Schance jars, best sport-

Excessor of ginger, 4 come finite for-Examine of payments of Account Sale, School and American Services, April 24 Sept.

Fronta mater. E-contra contag. 10c. Tricting of Sensors, prosons by the de-tricing out to here they county, to. William Spates, by your border, to. Venet someone, for some and have, for

Of the following, any one bottle or take to a systemer; Annega Alti, 35c , segment Min. Louise's Stateoux, W-, angular Flo.

Factor's County Consumerated, Wit . Magnine account's liable. In , exposer 161-Inntig Bangann, übr , regnige 84n. Frimpe Mita et Hagnana, übr , regnise

Familit's Essent Popis, No., report

Parker's Ginger Tonic, Mr., segular Mc. Liquid Peprisanto, No., seguiar 99c.

"Stagation" the last stati engage. Whe Konsett - Konstieren Ph. egyilar Phr. Hoff - Mari, 15. egyilar Iba, horsotosi, 24. egyilar 47; Carrier Cartie Ivay 21., espelar &c. Finishes y Compount, Mr., espelar engines 91s. Vic Marieni, 46; segment 69s. Friet's Teamer Former & . seguier life. Monoporty Winch Heart Swap, day, seguier Calder's Sentine, 10c., seguint 16s.

Fuller e narth, in wooden bear, &c.

Fig stamps inter glass jar, 16s.

R. stracts, mir school, 3-treatmet, 349;

Former stone, pointing, monden boy, fr. former tests powder, fr.

Your treat water, Account highling, \$60.

Learneste a formagnetita, I pint, Ma-linete, decadorant journate, Na.

America, spira presigiti, i plat. So

RETURN Y ADVISOR ATTREMENT MADE

Breez, for impostry prospinate, by paramet, i.e.

Copes that from he, seguine for System Finish Vienes, Jone, seguine 894.